



Papua New Guinea



Papua New Guinea Visitor Survey 1995

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United States Department of Transportation



PROPOSAL

PAPUA NEW GUINEA VISITOR SURVEY 1995

OVERVIEW:

The Tourism Council of the South Pacific (TCSP) conducted Visitor Surveys for Papua New Guinea in 1988 and 1991 in close cooperation with the National Tourist Offices here. The printed copies of the said visitor surveys are very widely referred documents, and, in certain areas, this is possibly the only source of information for tourism industry in Papua New Guinea. It generally covers areas like visitor profile, travel behaviour patterns, visitor expenditure, and visitor opinions and reactions on products.

In the earlier two visitor surveys the then National Tourist Offices provided full organisational and logistic support to TCSP. However, those were financially sponsored almost entirely by the TCSP.

Now the Tourism Promotion Authority (TPA) plans to conduct the third visitor survey, almost in line with the earlier ones. It being an important source of information for the Papua New Guinea tourism industry, it requires continuous updating.

TPA now approaches TCSP for providing technical and financial support for undertaking this Visitor Survey–1995 programme. The organisational, supervisory and logistic support will be provided by the TPA.

METHODOLOGY:

The survey intend to follow direct interview method of the visitors. A structured self completing questionnaire will be administered amongst departing tourists at the Jackson's Airport (Port Moresby) departure lounge. A team of 4 interviewers with questionnaires will select tourists at random as they come out of the security check point. They will introduce themselves and the purpose of the survey and request the tourists to take part in the survey through filling up a questionnaire.

Each interviewer is likely to administer at least 3 questionnaires per flight. The completed questionnaires will be checked by their supervisor and thereafter submitted to the TPA Office daily. The supervisor will also complete a tally sheet daily to comply with the sampling structure. The completed questionnaire information will be stored in computer in raw form. On completion of all interviews, raw data will be sent to TCSP Office in Fiji for further analysis. The necessary computer software required for the purpose of storing raw data is to be supplied by TCSP.

The major hotels in Port Moresby will be sent information letters regarding the survey. This will enable most of the departing tourists to expect a team of interviewers at the departure lounge.

SAMPLE SIZE:

The target sample size is 2000 individual passengers (which is the number of questionnaires to be completed). If there are travel companions who share expenditure, which in most cases included spouse and/or other family members, the total number of tourists indirectly covered by the interview will exceed the sample size.

On an average, Papua New Guinea receives about 40,000 short term visitors per year. A sample size of 2,000 thus represents 5% of the population which is considered to be reasonable for such a survey.

SAMPLE STRUCTURE:

At present there are 24 international flights departing Port Moresby every week. These are:

- 13 flights to Cairns
- 5 flights to Brisbane/Sydney
- 2 flights to Manila/Hong Kong
- 2 flights to Singapore
- 2 flights to Honiara

Flights to Brisbane/Sydney, Manila/Hong Kong, and Singapore use Airbus 310 aircraft whereas other flights mostly use F28 type aircraft.

Although we have 2 flights out of Mt. Hagen and Vanimo weekly, the sampling will cover only flights out of Port Moresby.

In order to include more visitors on holiday purposes in the sample, we need to concentrate more on the Manila/Hong Kong, Singapore, and Brisbane/Sydney flights. Therefore, the proposed sampling structure is as follows:

(i) By destination to flights:

- a) to Cairns - 20% of total sample
- b) to Brisbane/Sydney - 25% of total sample
- c) to Manila/Hong Kong - 25% of total sample
- d) to Singapore - 25% of total sample
- e) to Honiara - 5% of total sample

(ii) By main purpose of visit to Papua New Guinea and destination of flights:

Airport	Holiday	Business	VFR
Cairns	150	150	100
Brisbane/Sydney	150	200	150
Manila/Hong Kong	200	200	100
Singapore	200	200	100
Honiara	20	60	20
Total	720	810	470
			2000

SURVEY TEAM:

A team of 4 field officers will be recruited from the University of Papua New Guinea. They will be students in the 3rd and 4th years of studies in the field of Social Sciences. One of them will act as the supervisor as well.

The students will be trained by the TPA on purpose, methodology, and procedure of survey. During the training a trial sampling of one tourist each by the students will be required.

LANGUAGE QUESTIONNAIRE:

To include the major language groups, the questionnaire will be in English, Japanese, and German.

The Japanese translation will be done by TPA and that in Germany by TCSP.

TIME SCHEDULE:

March	-	Preparation, questionnaire translation, printing, binding, etc.
March 27-28	-	Training of Field Officers and trial sampling at the airport.
Apr. 1-Sept. 7	-	Field work and simultaneous input of raw data into computer.
(20 weeks)		
Sept. 20	-	All raw data sent to TCSP.
Oct. 15 - Nov.	-	Data analysis, report writing, report printing.



NUMBER: _____

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Papua New Guinea
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PAPUA NEW GUINEA VISITOR SURVEY 1995

QUESTIONNAIRE

DATE: _____

FLIGHT NO: _____

CHECKED BY: _____

PLEASE TICK ☐

1. WHERE DO YOU LIVE?

AUSTRALIA	<input type="checkbox"/>	
NEW ZEALAND	<input type="checkbox"/>	
UNITED STATES	<input type="checkbox"/>	STATE _____
CANADA	<input type="checkbox"/>	
UNITED KINGDOM	<input type="checkbox"/>	
OTHER EUROPE	<input type="checkbox"/>	COUNTRY _____
JAPAN	<input type="checkbox"/>	
OTHER ASIA	<input type="checkbox"/>	COUNTRY _____
PACIFIC	<input type="checkbox"/>	COUNTRY _____
OTHER	<input type="checkbox"/>	COUNTRY _____

2. WHAT WAS THE MAIN PUUPOSE OF YOUR VISIT TO PAPUA NEW GUINEA?

HOLIDAY	<input type="checkbox"/>	BUSINESS ONLY	<input type="checkbox"/>
HOLIDAY/BUSINESS	<input type="checkbox"/>	VISIT FRIENDS/RELATIVES	<input type="checkbox"/>
OTHER	<input type="checkbox"/>	SPECIFY _____	

3. IS THIS YOUR FIRST VISIT TO PAPUA NEW GUINEA?

FIRST VISIT	<input type="checkbox"/>	
VISIT BEFORE	<input type="checkbox"/>	HOW MANY TIMES BEFORE? _____

4. IS THIS YOUR FIRST VISIT TO PAPUA NEW GUINEA?

YES	<input type="checkbox"/>	
NO	<input type="checkbox"/>	HOW MANY TIMES BEFORE? _____

5. WHERE DID YOU STAY IN PAPUA NEW GUINEA?

NAME AND PLACE	_____
NAME AND PLACE	_____
NAME AND PLACE	_____
NAME AND PLACE	_____

6. TYPE OF ACCOMMODATION

HOTEL/RESORT	<input type="checkbox"/>	APARTMENT	<input type="checkbox"/>
GUEST HOUSE	<input type="checkbox"/>	FRIEND/RELATIVE	<input type="checkbox"/>
OTHER	<input type="checkbox"/>	SPECIFY _____	

7. IN WHICH AGE GROUP ARE YOU?

	MALE	FEMALE
UNDER 20 YEARS	<input type="checkbox"/>	<input type="checkbox"/>
20-29 YEARS	<input type="checkbox"/>	<input type="checkbox"/>
30-39 YEARS	<input type="checkbox"/>	<input type="checkbox"/>
40-49 YEARS	<input type="checkbox"/>	<input type="checkbox"/>
50-64 YEARS	<input type="checkbox"/>	<input type="checkbox"/>
OVER 64 YEARS	<input type="checkbox"/>	<input type="checkbox"/>

8. HOW MANY NIGHTS DID YOU SPEND IN PAPUA NEW GUINEA? _____

9. WITH WHOM DID YOU TRAVEL?

ALONE	<input type="checkbox"/>	SPOUSE/PARTNER ONLY	<input type="checkbox"/>
FAMILY	<input type="checkbox"/>	GROUP/FRIENDS	<input type="checkbox"/>
OTHER	<input type="checkbox"/>	SPECIFY _____	

10. ON WHICH AIRLINE DID YOU ARRIVE? _____

11. HOW IMPORTANT WERE THE FOLLOWING SOURCES OF INFORMATION IN MAKING YOUR DECISION TO VISIT PAPUA NEW GUINEA?

	VERY IMPOR- TANT 1	IMPOR- TANT 2	SOME IMPOR- TANT 3	NOT SO IMPOR- TANT 4	NOT IMPOR- TANT 5
TRAVEL AGENT	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
NEWSPAPER/MAGAZINE	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ADVERTISEMENT	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
AIR NIUGINI	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
QANTAS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
BUSINESS/GOVERNMENT	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
TRAVEL SHOW	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
FRIENDS/RELATIVES	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
OTHER (specify below)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

12. WHAT IS YOUR FAVOURITE TRAVEL TYPE MAGAZINE?

13. HOW IMPORTANT WERE THE FOLLOWING FACTORS IN MAKING YOUR DECISION TO VISIT PAPUA NEW GUINEA?

	VERY IMPOR- TANT 1	IMPOR- TANT 2	SOME IMPOR- TANT 3	NOT SO IMPOR- TANT 4	NOT IMPOR- TANT 5
CLIMATE/BEACHES	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
CULTURE/FOLKLORE	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
NATURE/WILDLIFE	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
DIVING	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
TRADITIONAL	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
TREKKING/BUSH WALKING	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
WAR RELICS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ACCESSIBILITY	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
OTHER (specify below)					

14. HOW FAR IN ADVANCE DID YOU PLAN YOUR TRIP?

LESS THAN 1 WEEK	<input type="checkbox"/>	1-3 MONTHS	<input type="checkbox"/>
1-2 WEEKS	<input type="checkbox"/>	3 MONTHS OR MORE	<input type="checkbox"/>
2 WEEKS TO 1 MONTH	<input type="checkbox"/>		

15. DOES THIS TRIP INCLUDE VISITS TO OTHER COUNTRIES?

YES	<input type="checkbox"/>	WHERE? _____
NO	<input type="checkbox"/>	

16. DID YOU TRAVEL ON A PRE-PAID PACKAGE?

YES	<input type="checkbox"/>
NO	<input type="checkbox"/>

17. IF YOU CAME ON A PRE-PAID PACKAGE:

NAME AND PLACE OF TOUR OPERATOR: _____

TOTAL COST OF THE PACKAGE (per person): _____
(PLEASE STATE CURRENCY)

WHAT DID THE PACKAGE INCLUDE (tick all boxes which apply):

AIR TICKET	<input type="checkbox"/>		
ACCOMMODATION	<input type="checkbox"/>	(->)	<input type="checkbox"/> with meals <input type="checkbox"/> room only
TOURS	<input type="checkbox"/>		
OTHER	<input type="checkbox"/>	SPECIFY	_____

18. IF YOU DID NOT COME ON A PRE-PAID PACKAGE, DID YOU MAKE ANY ADVANCE PAYMENTS BEFORE COMING TO PAPUA NEW GUINEA?

YES ☐ HOW MUCH? (PLEASE STATE CURRENCY) _____
FOR WHAT PURPOSE? _____
NO ☐ _____

19. WHAT WAS YOUR EXPENDITURE IN PAPUA NEW GUINEA?

(exclude the amounts covered in question 17 and 18) _____
(PLEASE STATE CURRENCY)

20. HOW MANY PERSONS DOES THIS EXPENDITURE COVER? _____

21. HOW MUCH DID YOU SPEND ON: (PLEASE STATE CURRENCY)

ACCOMMODATION (including meals & drinks at the hotel) _____
OTHER MEALS AND DRINKS (other than in the hotel) _____
TAXI/CAR RENTALS _____
TOURS _____
ENTERTAINMENT/RECREATION (watersports, diving, etc.) _____
HANDICRAFTS _____
OTHER SHOPPING _____
ALL OTHER (including departure tax) _____

22. TO WHAT EXTENT DID YOU USE THE FOLLOWING TO MAKE YOUR PAYMENTS?

	WIDELY USED 1	SOME- TIMES USED 2	NOT USED 3	DON'T HAVE 4
CASH/TRAVELLERS CHEQUES	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
AMERICAN EXPRESS CARDS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
MASTER CARD	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
OTHER CARD (specify below)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

23. WHICH OF THE FOLLOWING ACTIVITIES DID YOU ENGAGE IN DURING YOUR VISIT?

SCUBA DIVING	<input type="checkbox"/>	TREKKING/BUSH WALKING	<input type="checkbox"/>
WATER SPORTS/FISHING	<input type="checkbox"/>	VISITING WAR RELICS	<input type="checkbox"/>
BIRD WATCHING	<input type="checkbox"/>	SIGHT SEEING	<input type="checkbox"/>
OTHER ACTIVITIES	<input type="checkbox"/>	SPECIFY _____	

24. WHICH OF THE FOLLOWING PLACES OF INTEREST DID YOU VISIT DURING YOUR STAY?

SEPIK	<input type="checkbox"/>	HIGHLANDS	<input type="checkbox"/>
RABAU	<input type="checkbox"/>	MADANG	<input type="checkbox"/>
KAVIENG	<input type="checkbox"/>	MILNE BAY	<input type="checkbox"/>
WEST NEW BRITAIN	<input type="checkbox"/>	OTHER _____	

25. HOW WOULD YOU RATE THE FOLLOWING ASPECTS OF YOUR STAY IN PAPUA NEW GUINEA?

	EXCEL- LENT	GOOD	AVE- RAGE	POOR	VERY POOR
	1	2	3	4	5
ACCESS					
AIRLINE CONNECTIONS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
IMMIGRATION	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
CUSTOMS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
BAGGAGE HANDLING	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
AIRPORT TRANSFER	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
PRODUCTS AND SERVICES					
ACCOMMODATION	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
RESTAURANTS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SERVICE	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
TAXIS/HIRED CARS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
TOURS/EXCURSIONS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
DIVING FACILITIES	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
BEACHES	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ARTIFACTS/HANDICRAFTS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ACTIVITIES					
SHOPPING	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
WATER SPORTS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
RIVER RAFTING	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
CULTURAL ACTIVITIES	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SIGHT SEEING	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
OTHER (Specify below)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

26. HOW WOULD YOU RATE VALUE FOR MONEY PAID FOR THE FOLLOWING DURING YOUR STAY IN PAPUA NEW GUINEA?

	EXCEL- LENT	GOOD	AVE- RAGE	POOR	VERY POOR
VALUE FOR MONEY	1	2	3	4	5
OVERALL COST OF VISIT	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ACCOMMODATION	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
MEALS AND DRINKS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
LOCAL TRANSPORT	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

27. DID THE VISIT FULFILL YOUR EXPECTATIONS?

DEFINITELY	<input type="checkbox"/>
PARTIALLY	<input type="checkbox"/>
DEFINITELY NOT	<input type="checkbox"/>

28. THINKING ABOUT YOUR PERCEPTION ABOUT "LAW AND ORDER" IN PAPUA NEW GUINEA BEFORE YOU CAME, WHAT CAN YOU SAY ABOUT IT NOW?

BETTER THAN PERCEIVED	<input type="checkbox"/>
JUST AS PERCEIVED	<input type="checkbox"/>
WORSE THAN PERCEIVED	<input type="checkbox"/>

29. WOULD YOU RETURN OR RECOMMEND PAPUA NEW GUINEA TO FRIENDS AND RELATIVES?

	DEFINITELY 1	PROBABLY 2	PROBABLY NOT 3	DEFINITELY NOT 4
RETURN YOURSELF	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
RECOMMEND TO FRIENDS/RELATIVES	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

30. PLEASE INDICATE BELOW ANYTHING YOU PARTICULARLY LIKED OR DISLIKED ABOUT YOUR VISIT TO PAPUA NEW GUINEA. DO YOU HAVE ANY COMMENTS TO MAKE ABOUT YOUR VISIT?

THANK YOU VERY MUCH FOR YOUR CO-OPERATION
 PNG TOURISM PROMOTION AUTHORITY
 P.O. BOX 1291, PORT MORESBY
 PHONE: 200211 FAX: 200223
